

Table Lamp Box

A-17

1952

Bradley

TABLE LAMPS

Received
May 28, 1952

The world's most beautiful lamps

BRADLEY MANUFACTURING COMPANY

BRADLEY BUILDING • CHICAGO 10, ILLINOIS

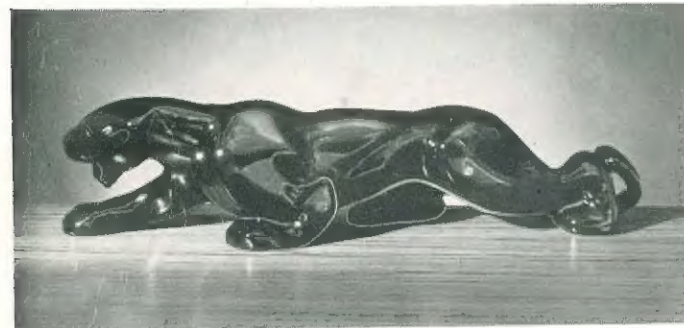
YOUR BEST BUY IS

Bradley

Truly America's Standard of Comparison, the new 1952 Bradley line offers you superb new glazes, rich hand blended coloring, and fashion fresh design . . . at prices unmatched in promotional appeal.

That's why every Bradley lamp you buy is your assurance of a satisfied repeat customer . . . a brighter, more profitable sales future.

AMERICA'S
STANDARD
OF
COMPARISON



BRADLEY'S TV AND CONSOLE LAMPS

- Each lamp is fitted with a special press switch and takes up to 60 watt bulb

No. 1900 "PANTHER"
Length: 21"
Colors: Black
Forest Green
Victorian Wine

**No. 1901
"HORSE HEAD"**
Height: 14"
Colors: Sand
Black
Dove Grey
Victorian Wine

**No. 1902
"CHANTICLEER"**
Height: 14"
Colors: Rosewood
Pistachio
Green Agate

SEE THE WORLD'S MOST BEAUTIFUL LAMPS AT
OUR PERMANENT SHOWROOM

SPACE 1216

MERCHANDISE MART • CHICAGO, ILLINOIS



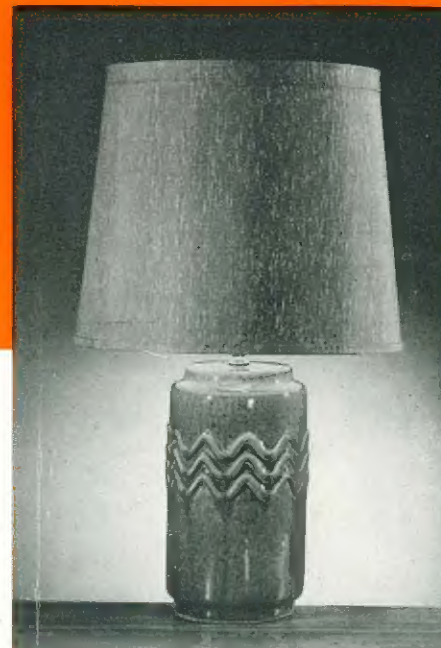
also at:

Northwestern Furniture Sales
2014 - 9th Avenue
Seattle, Wash.

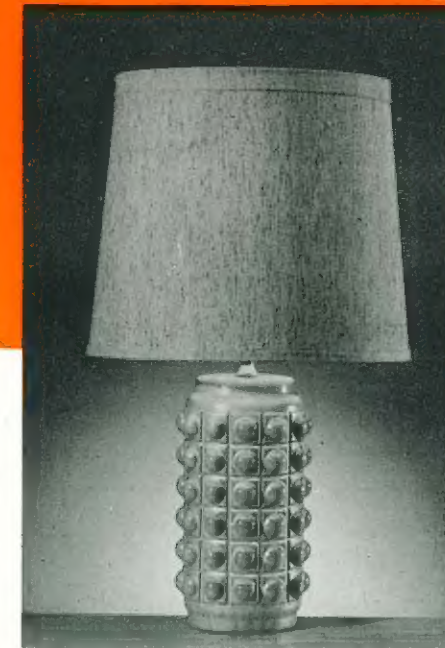
J. C. Briggs & Associates
Space 1071 - Santa Fe Building
Dallas 2, Texas

Steve Maupin Associates
54 Wazee Market
Denver, Colo.

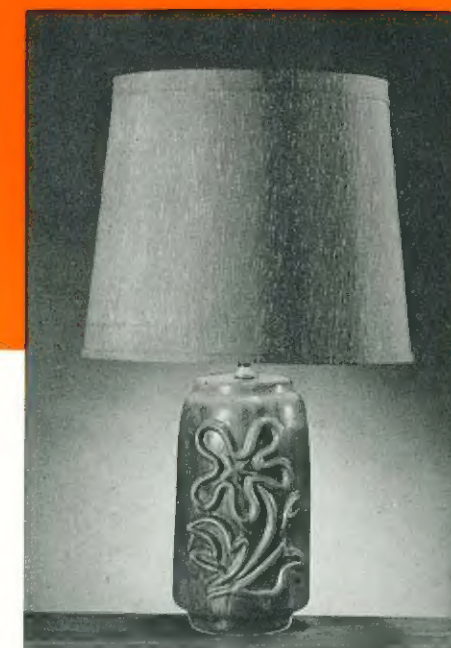
Dick Donnelly Associates
246 So. First St.
Phoenix, Arizona



No. 2057 "WAVE"
Tweed design fabric over parchment deep drum shade; self trim. Height 29".
Colors: Rosewood w/Rosewood shade
Dove Grey w/Dove Grey
Routiel Green w/Chartreuse



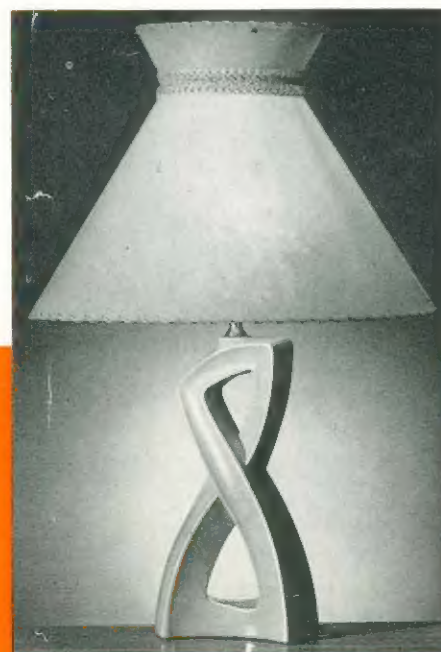
No. 2069 "HOB NAIL"
Tweed design fabric over parchment deep drum shade; self trim. Height 29".
Colors: Black w/Red shade
Rosewood w/Rosewood
Routiel Green w/Chartreuse



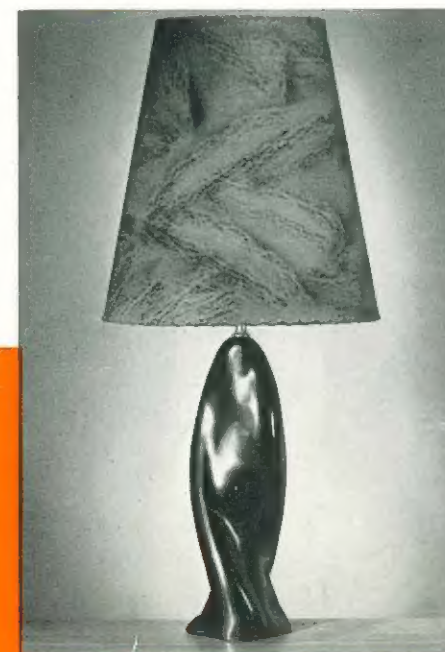
No. 2063 "WILD ROSE"
Tweed design fabric over parchment deep drum shade; self trim. Height 29".
Colors: Sand w/Sand shade
Rosewood w/Rosewood
Green Agate w/Green Agate

Bradley

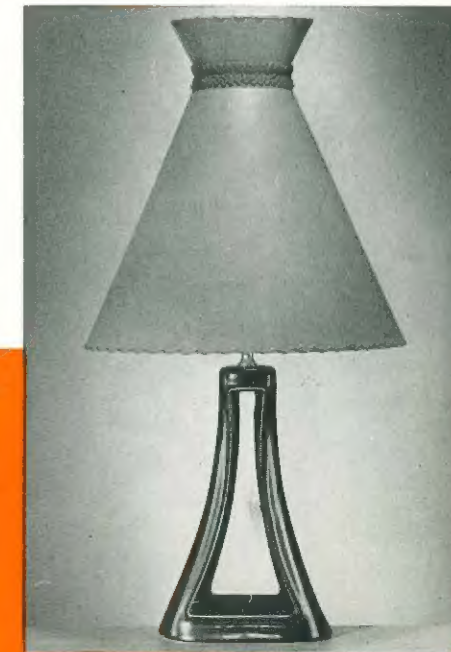
No. 2064 "TORSO"
Genuine Polyplastex large collar shade; hand laced edges. Height 32".
Colors: Black w/Red shade
Dove Grey w/Dove Grey
Chartreuse w/Chartreuse

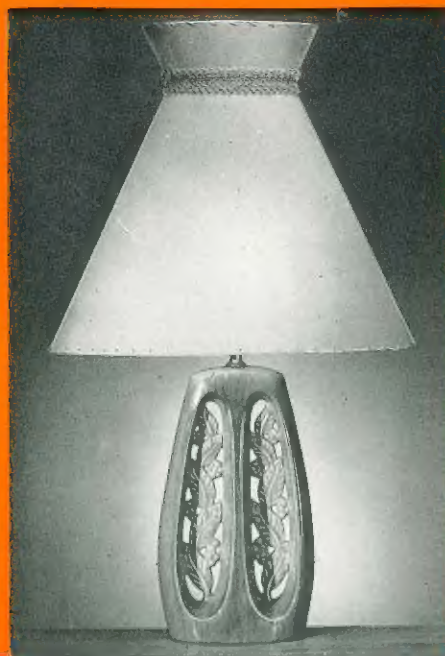


No. 2058 "NUDE"
Genuine Polyplastex deep cone shade with wisp design; hand laced edges. Height 36 1/2".
Colors: Black w/Red shade
Dove Grey w/Grey
Chartreuse w/Chartreuse
Pebble (Rose-Beige) w/Pebble



No. 2003 "GATEWAY"
Genuine Polyplastex deep cone collar shade; hand laced edges. Height 35".
Colors: Black w/Red shade
Dove Grey w/Dove Grey
Chartreuse w/Chartreuse





No. 2087 "LAUREL"

Genuine Polyplastex deep oval collar shade; hand laced edges. Height 35".
Colors: Cocoa w/Amber shade
Pistachio w/Chartreuse
Green Agate w/Natural



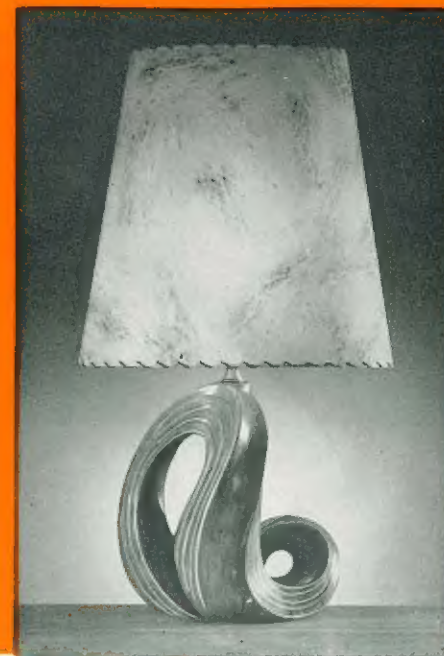
No. 2017 "DRIFTWOOD"

Genuine Polyplastex oval cone shade with matching color lattice design on natural background; hand laced edges. Height 30".
Colors: Jade w/Jade shade
Pistachio w/Pistachio
Cocoa w/Cocoa



No. 2004 "TRIANGLES"

Genuine Polyplastex deep oval collar shade; hand laced edges. Height 35".
Colors: Terra Cotta w/Amber shade
Victorian Wine w/Red
Forest Green w/Natural



**No. 2020
"FOURTH DIMENSION"**

Genuine Polyplastex deep cone shade with wisp design; hand laced edges. Ht. 30".
Colors: Jade w/Natural shade
Pistachio w/Chartreuse
Cocoa w/Amber



**No. 2065
"SILHOUETTE STALLION"**

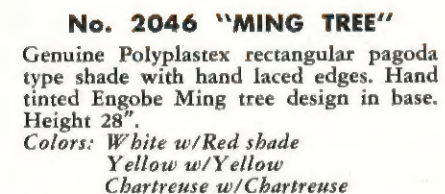
Genuine Polyplastex oval cone shade with hand laced edges. Hand tinted Engobe modern horse silhouette in base. Ht. 28".
Colors: White w/Red shade
Chartreuse w/Chartreuse
Yellow w/Yellow



No. 2086 "ESCALIER"

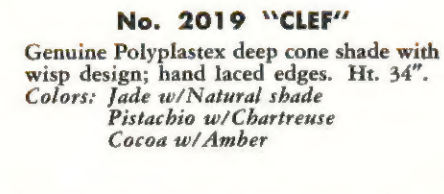
Genuine Polyplastex deep rectangular shade with rounded corners; hand laced edges. Height 31".
Colors: Dove Grey w/Dove Grey
Victorian Wine w/Natural
Forest Green w/Chartreuse

Bradley



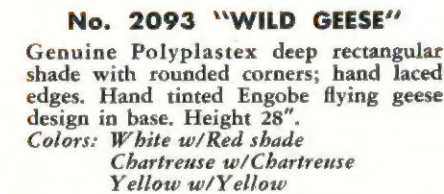
No. 2046 "MING TREE"

Genuine Polyplastex rectangular pagoda type shade with hand laced edges. Hand tinted Engobe Ming tree design in base. Height 28".
Colors: White w/Red shade
Yellow w/Yellow
Chartreuse w/Chartreuse



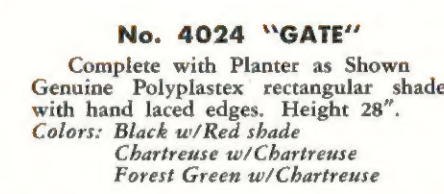
No. 2019 "CLEF"

Genuine Polyplastex deep cone shade with wisp design; hand laced edges. Ht. 34".
Colors: Jade w/Natural shade
Pistachio w/Chartreuse
Cocoa w/Amber



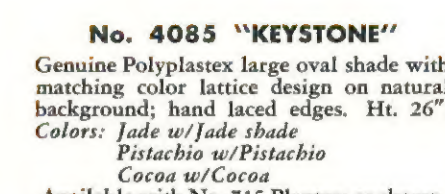
No. 2093 "WILD GEESSE"

Genuine Polyplastex deep rectangular shade with rounded corners; hand laced edges. Hand tinted Engobe flying geese design in base. Height 28".
Colors: White w/Red shade
Chartreuse w/Chartreuse
Yellow w/Yellow



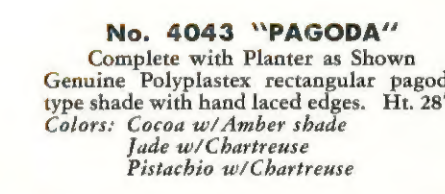
No. 4024 "GATE"

Complete with Planter as Shown
Genuine Polyplastex rectangular shade with hand laced edges. Height 28".
Colors: Black w/Red shade
Chartreuse w/Chartreuse
Forest Green w/Chartreuse



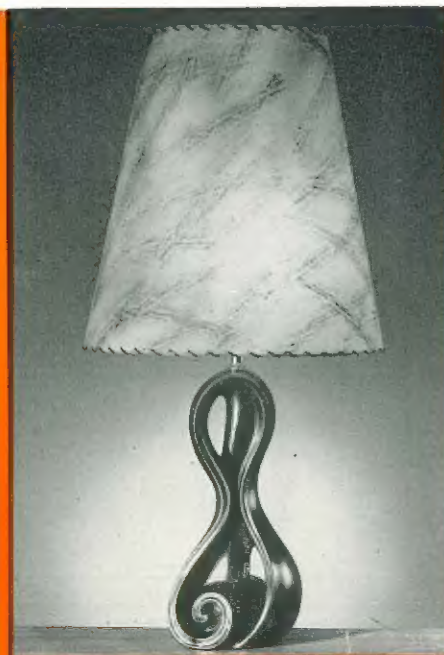
No. 4085 "KEYSTONE"

Genuine Polyplastex large oval shade with matching color lattice design on natural background; hand laced edges. Ht. 26".
Colors: Jade w/Jade shade
Pistachio w/Pistachio
Cocoa w/Cocoa
Available with No. 715 Planters as shown.



No. 4043 "PAGODA"

Complete with Planter as Shown
Genuine Polyplastex rectangular pagoda type shade with hand laced edges. Ht. 28".
Colors: Cocoa w/Amber shade
Jade w/Chartreuse
Pistachio w/Chartreuse

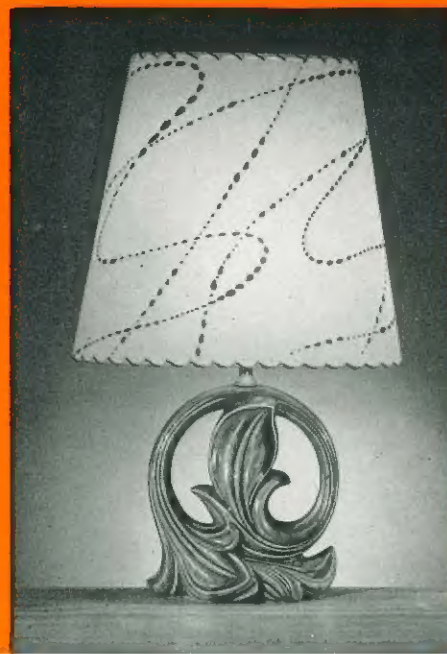




No. 4025 "KNOTHOLE"

Genuine Polyplastex deep oval shade with hand screened leaf design; hand laced edges. Height 27".

Colors: Cocoa w/Amber shade
Jade w/Natural
Rosewood w/Rosewood
Pistachio w/Chartreuse



No. 4021 "VINE"

Genuine Polyplastex deep oval shade with hand screened doodle design; hand laced edges. Height 26".

Colors: Cocoa w/Amber shade
Rosewood w/Rosewood
Green Agate w/Natural
Pistachio w/Chartreuse



No. 4020 "WHIRLPOOL"

Genuine Polyplastex deep oval shade with hand screened design; hand laced edges. Height 27".

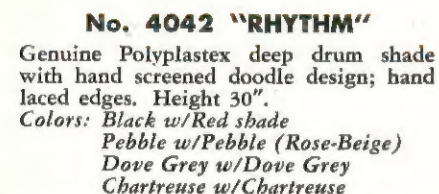
Colors: Cocoa w/Amber shade
Jade w/Natural
Rosewood w/Rosewood
Pistachio w/Chartreuse



**No. 2076
"STUBBORN DONKEY"**

Complete with Planters as Shown
Genuine Polyplastex rectangular shade with hand laced edges. Height 26 1/2".

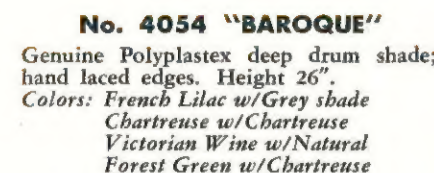
Colors: Victorian Wine w/Red shade
Chartreuse w/Chartreuse
Forest Green w/Chartreuse



No. 4042 "RHYTHM"

Genuine Polyplastex deep drum shade with hand screened doodle design; hand laced edges. Height 30".

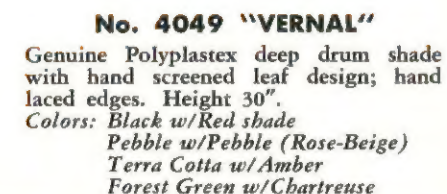
Colors: Black w/Red shade
Pebble w/Pebble (Rose-Beige)
Dove Grey w/Dove Grey
Chartreuse w/Chartreuse



No. 4054 "BAROQUE"

Genuine Polyplastex deep drum shade; hand laced edges. Height 26".

Colors: French Lilac w/Grey shade
Chartreuse w/Chartreuse
Victorian Wine w/Natural
Forest Green w/Chartreuse



No. 4049 "VERNAL"

Genuine Polyplastex deep drum shade with hand screened leaf design; hand laced edges. Height 30".

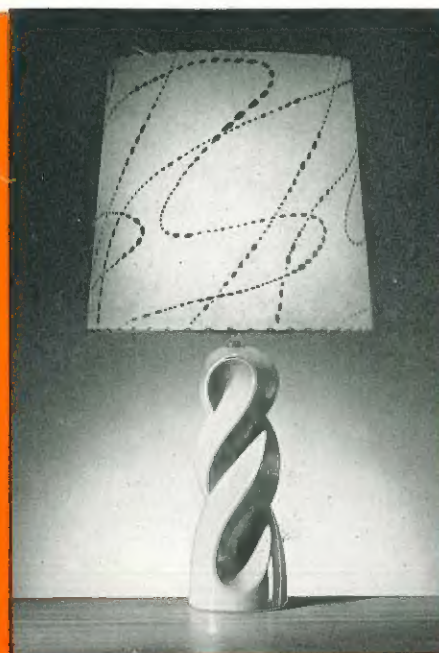
Colors: Black w/Red shade
Pebble w/Pebble (Rose-Beige)
Terra Cotta w/Amber
Forest Green w/Chartreuse



No. 2075 "TWIN HORSE"

Complete with Planters as Shown
Genuine Polyplastex rectangular shade with lattice design on natural background; hand laced edges. Height 26 1/2".

Colors: Black w/Red design on shade
Chartreuse w/Chartreuse
Forest Green w/Green



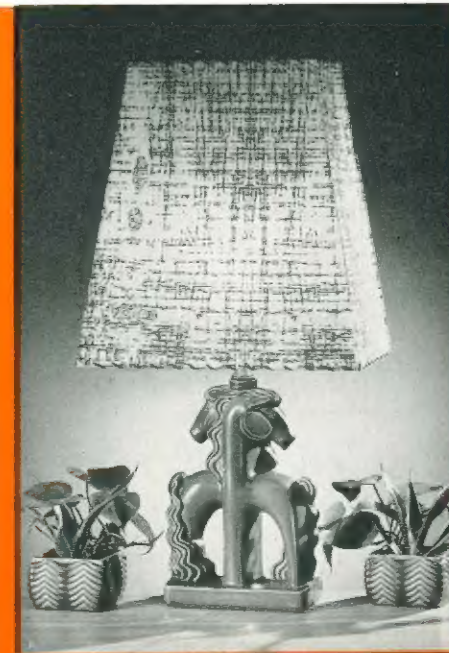
**No. 3090
VANITY UNIT**

Deep cone shade.
Height 17 1/2".

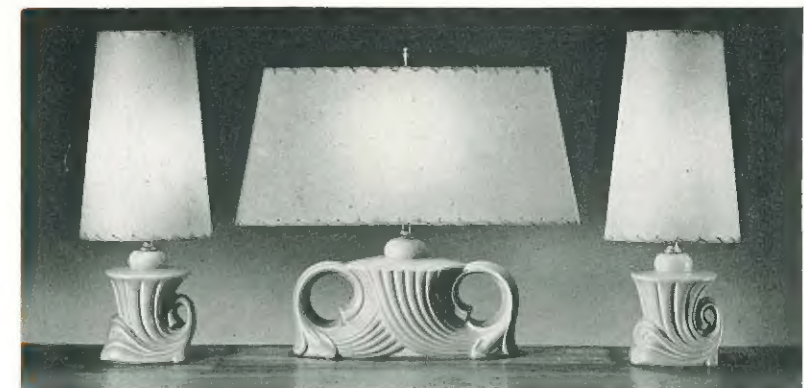


**No. 5095 HOLLYWOOD
HEADBOARD UNIT**

Rectangular shade — 18" long.
Height 16 1/2".



Sensationally New . . . Bradley's
HEADBOARD LAMPS WITH MATCHING VANITIES



**No. 3088
VANITY UNIT**

Deep cone shade.
Height 17 1/2".

**No. 5094 HOLLYWOOD
HEADBOARD UNIT**

Rectangular shade — 18" long.
Height 16 1/2".

Colors:
Sand w/Sand shade
Chartreuse w/Chartreuse
Victorian Wine w/Red



**No. 3092
VANITY UNIT**

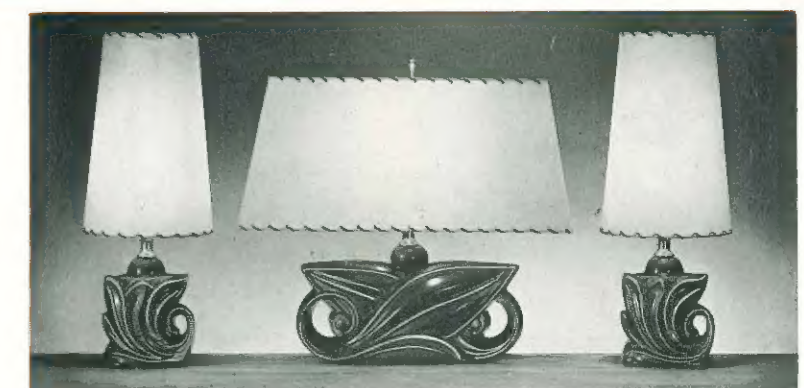
Deep sq. shade.
Height 17 1/2".

**No. 5096 HOLLYWOOD
HEADBOARD UNIT**

Rectangular shade — 18" long.
Height 16 1/2".

Colors:
Black w/Red shade
Grey w/Grey
Forest Green w/Chartreuse

Ideal For Bookcase Headboards • Hollywood Headboards
Console Tables • Commodes • Vanities



**No. 3090
VANITY UNIT**

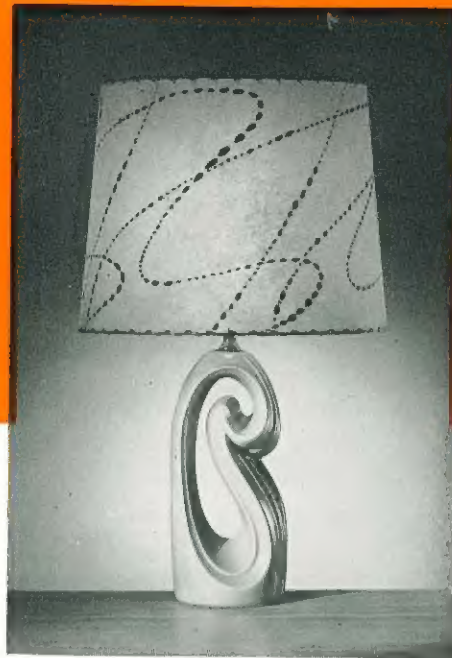
Deep cone shade.
Height 17 1/2".

**No. 5095 HOLLYWOOD
HEADBOARD UNIT**

Rectangular shade — 18" long.
Height 16 1/2".

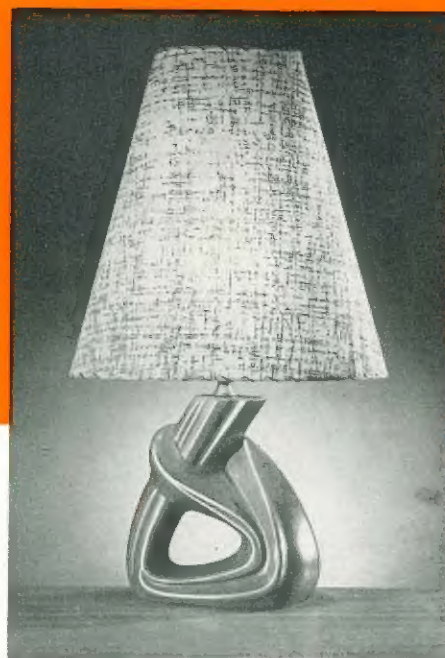
Colors:
Grey w/Grey shade
Pebble w/Pebble (Rose-Beige)
Forest Green w/Chartreuse

All lamps in above groups feature Genuine Polyplastex shades with hand laced edges.



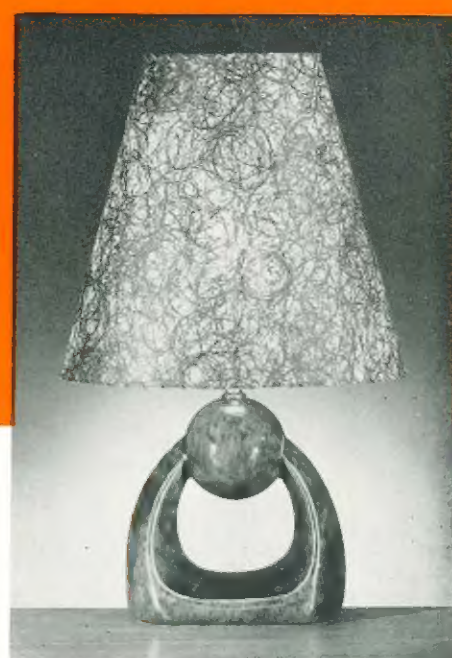
No. 4038 "DULCEY"

Deep drum shade has hand screened doodle design. Height 26".
Colors: Dove Grey w/Grey shade
French Lilac w/Grey
Victorian Wine w/Red
Forest Green w/Chartreuse



No. 4036 "KNOT"

Shade has matching color lattice design on natural background. Height 27".
Colors: Dove Grey w/Matching Design shade
French Lilac w/Matching Design
Chartreuse w/Matching Design
Pebble (Rose-Beige) w/Matching Design



No. 4035 "BALL & STIRRUP"

Shade has matching color swirl design on natural background. Height 26".
Colors: Dove Grey w/Matching Design shade
Terra Cotta w/Matching Design
Forest Green w/Matching Design
Victorian Wine w/Matching Design



No. 3059 "JEWEL"

Genuine Polyplastex deep rectangular shade with hand laced edges. Height 23 1/2".
Colors: Pebble w/Pebble (Rose-Beige)
Rosewood w/Rosewood
Dove Grey w/Dove Grey
Green Agate w/Chartreuse



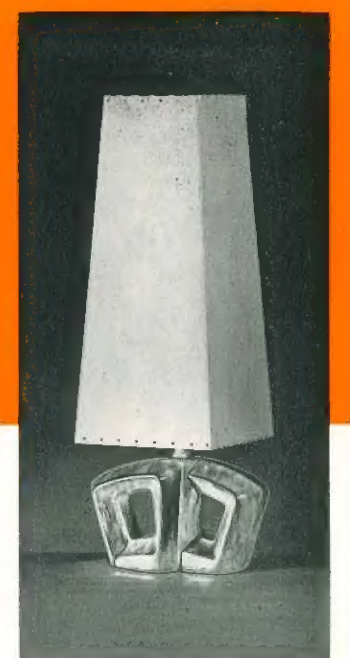
No. 3060 "SWIRL"

Genuine Polyplastex deep cone shade with matching color lattice design on natural background; hand laced edges. Height 23 1/2".
Colors: Jade w/Jade shade
Cocoa w/Cocoa
Rosewood w/Rosewood
Pistachio w/Pistachio



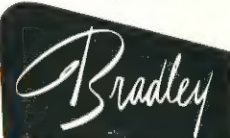
No. 3062 "STEPS"

Genuine Polyplastex deep rectangular shade with polydoodle design; hand laced edges. Height 23 1/2".
Colors: Black w/Red shade
Dove Grey w/Dove Grey
Chartreuse w/Chartreuse
Forest Green w/Chartreuse



No. 3061 "PLANES"

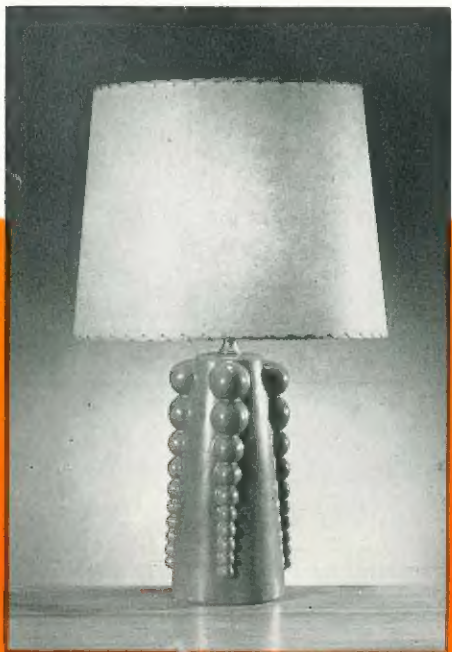
Genuine Polyplastex deep rectangular shade with hand laced edges. Height 23 1/2".
Colors: Cocoa w/Amber shade
Rosewood w/Rosewood
Pistachio w/Chartreuse
Green Agate w/Chartreuse



All lamps on this page feature genuine Polyplastex shades with hand laced edges.

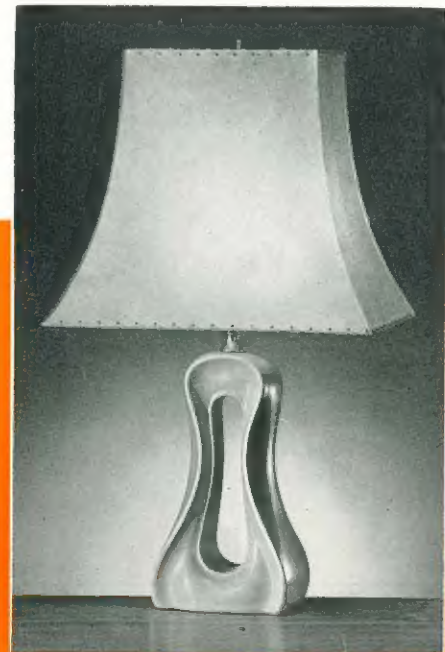
No. 4068 "BOULE"

Height 26".
Colors: Black w/Red shade
Pebble w/Pebble (Rose-Beige)
Dove Grey w/Dove Grey
Chartreuse w/Chartreuse
French Lilac w/Grey
Terra Cotta w/Amber
Victorian Wine w/Natural
Forest Green w/Chartreuse



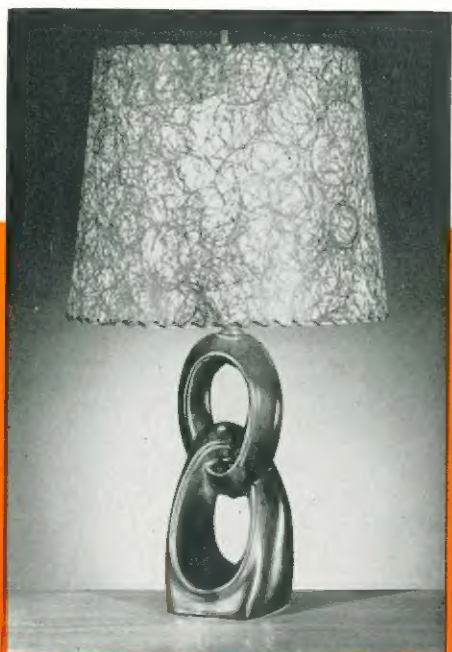
No. 4017 "KEYHOLE"

Height 27 1/2".
Colors: Black w/Red shade
Chartreuse w/Chartreuse
Forest Green w/Chartreuse
Pebble w/Pebble (Rose-Beige)



No. 4039 "LINK"

Deep drum shade has matching color swirl design on natural background. Height 27".
Colors: Black w/Red design on Natural
Chartreuse w/Chartreuse
Terra Cotta w/Terra Cotta
Forest Green w/Forest Green



No. 4037 "GEOMETRIC PLANES"

Genuine Polyplastex deep oval cone shade with hand laced edges. Height 27".
Colors: Black w/Red shade
Chartreuse w/Chartreuse
Forest Green w/Chartreuse
Pebble w/Pebble (Rose-Beige)



No. 2355 "SCROLL"

Genuine Brad-Glo translucent cone shade. Ht. 27 1/2".
Colors: Black w/Red shade
Chartreuse w/Chartreuse
Forest Green w/Forest Green



No. 2371 "STALLION"

Genuine Brad-Glo translucent cone shade. Ht. 27 1/2".
Colors: Black w/Red shade
Chartreuse w/Chartreuse
Forest Green w/Forest Green



No. 2359 "VEGA"

Genuine Brad-Glo translucent cone shade. Ht. 27 1/2".
Colors: Black w/Red shade
Chartreuse w/Chartreuse
Forest Green w/Forest Green



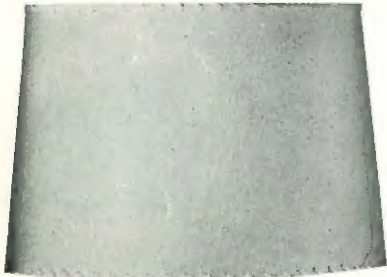
FEATURE

Bradley

SHADES

FOR
PROFITABLE
LAMP SHADE
BUSINESS

Set up a shade department with staple fast selling Bradley Shades . . . the same fine quality hand made shades used on Bradley lamps. Bradley Polyplastex shades are made of Synskin. They are the ultimate in quality.



No. 3500 DRUM—No Design
Genuine Polyplastex Synskin with hand laced edges.
Colors: Chartreuse, Red, Amber, White, Grey, Rosewood



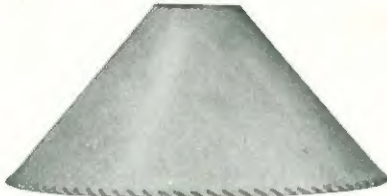
No. 3700 DRUM—Lattice Design
Genuine Polyplastex Synskin with hand laced edges.
Colors: Chartreuse, Red, Cocoa, Green, Grey, or Rosewood lattice design on White background



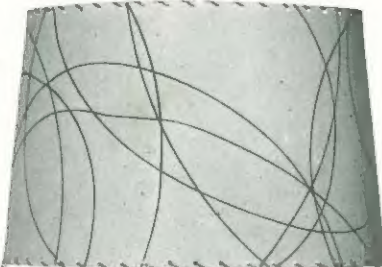
No. 3900 SQUARE—No Design
Genuine Polyplastex Synskin with hand laced edges.
Colors: Chartreuse, Red, Amber, White, Grey, Rosewood



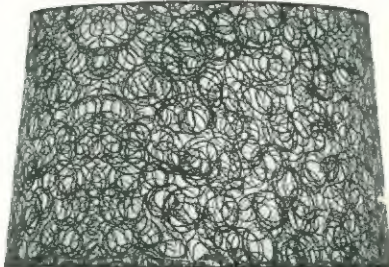
No. 3200 CONE
Oval & Round
Genuine Polyplastex Synskin with hand laced edges. No design.
Colors: Chartreuse, Red, Amber, White, Grey, Rosewood



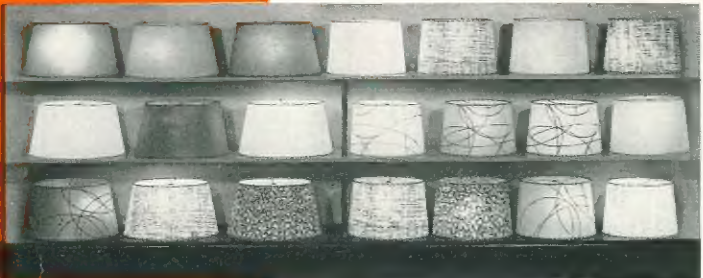
No. 3800 COOLIE
Genuine Polyplastex Synskin with hand laced edges. No design.
Colors: Chartreuse, Red, Amber, White, Grey, Rosewood



No. 3100 DRUM—Polydoodle
Genuine Polyplastex Synskin with hand laced edges.
Colors: Polydoodle design on Chartreuse, Red, Amber, Grey, Rosewood or White

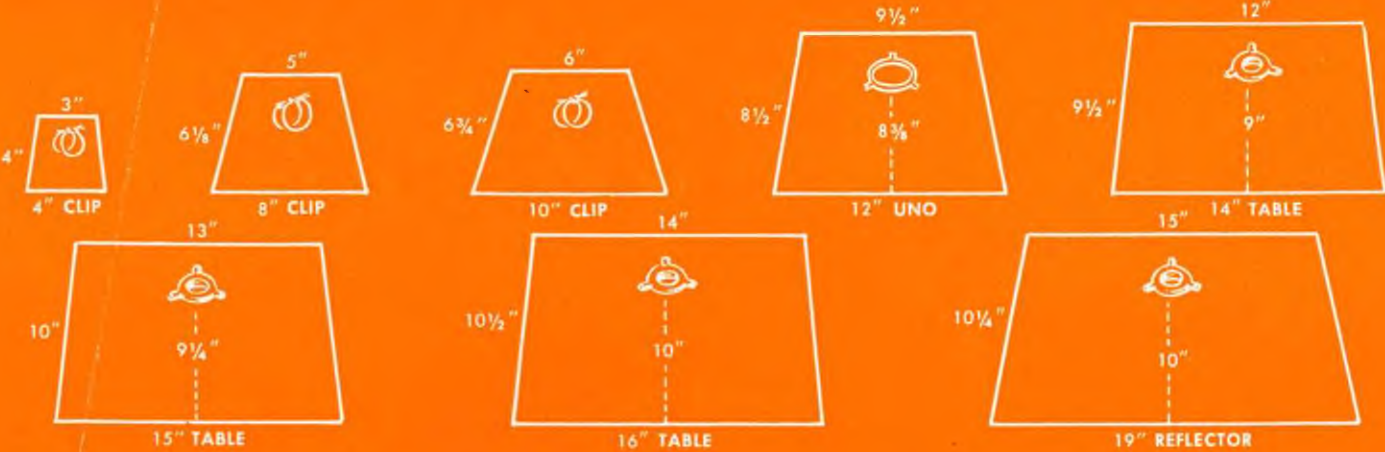


No. 3150 DRUM—Swirl Design
Genuine Polyplastex Synskin with hand laced edges.
Colors: Chartreuse, Red, Cocoa, Green, Grey, or Rosewood swirl design on White background

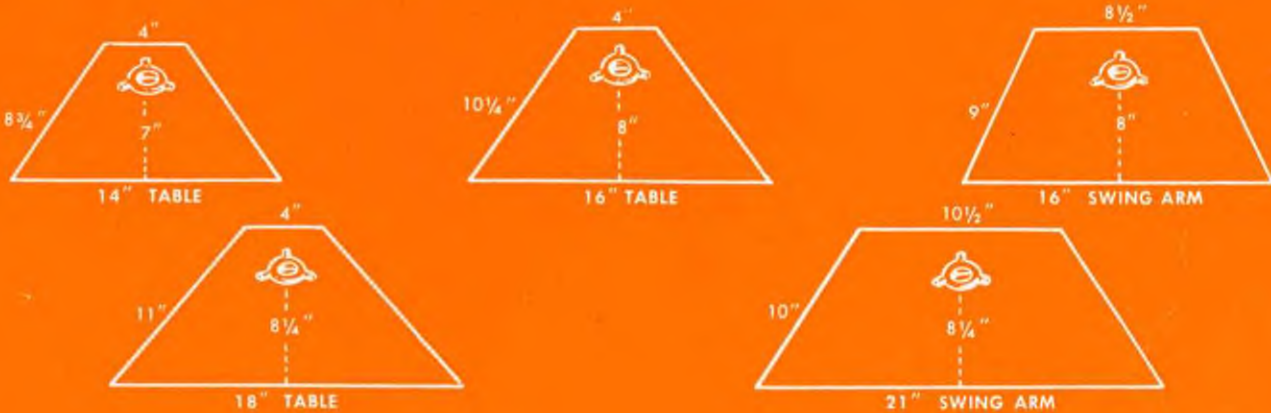


1952

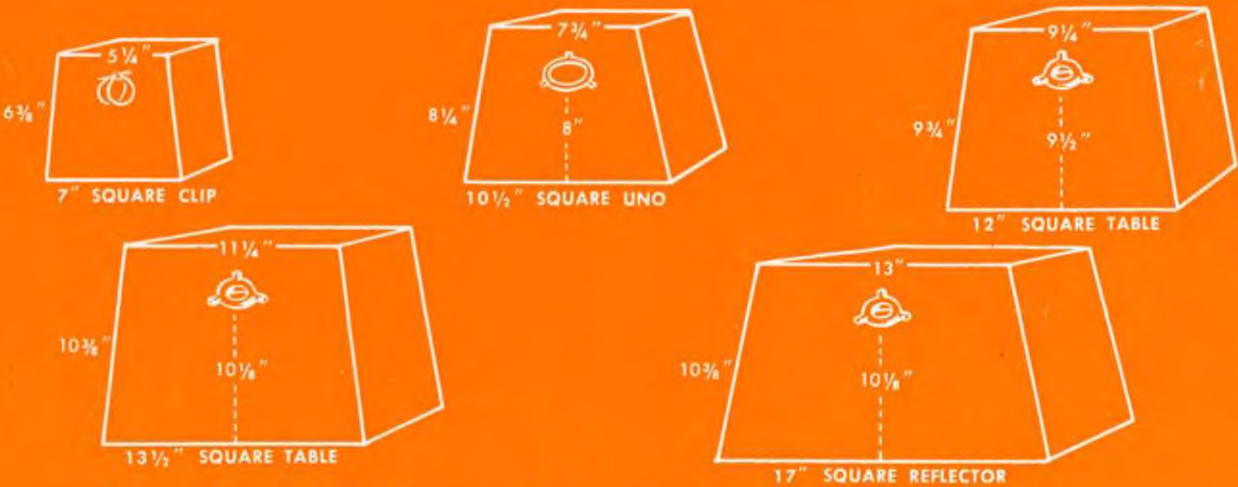
SIZES OF NO. 3500-3700 - 5001-5002 DRUM SHADES



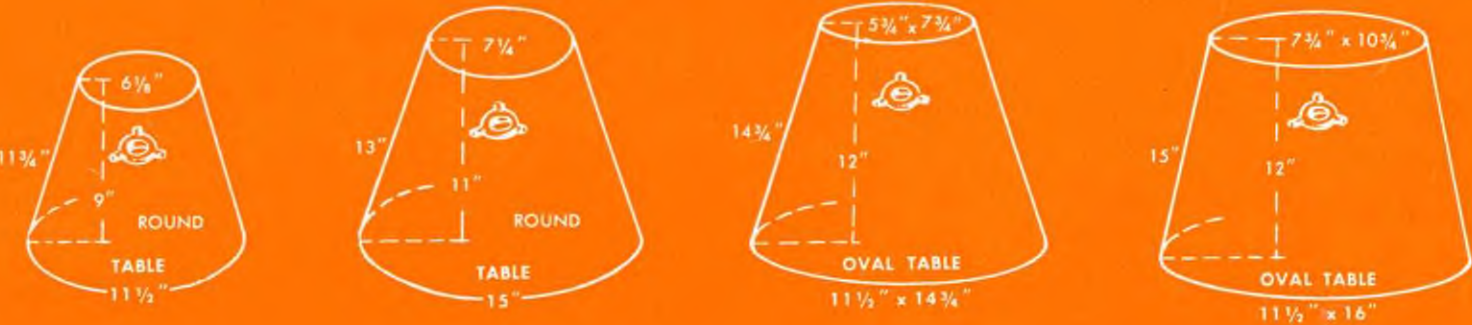
SIZES OF NO. 3800 COOLIE SHADES

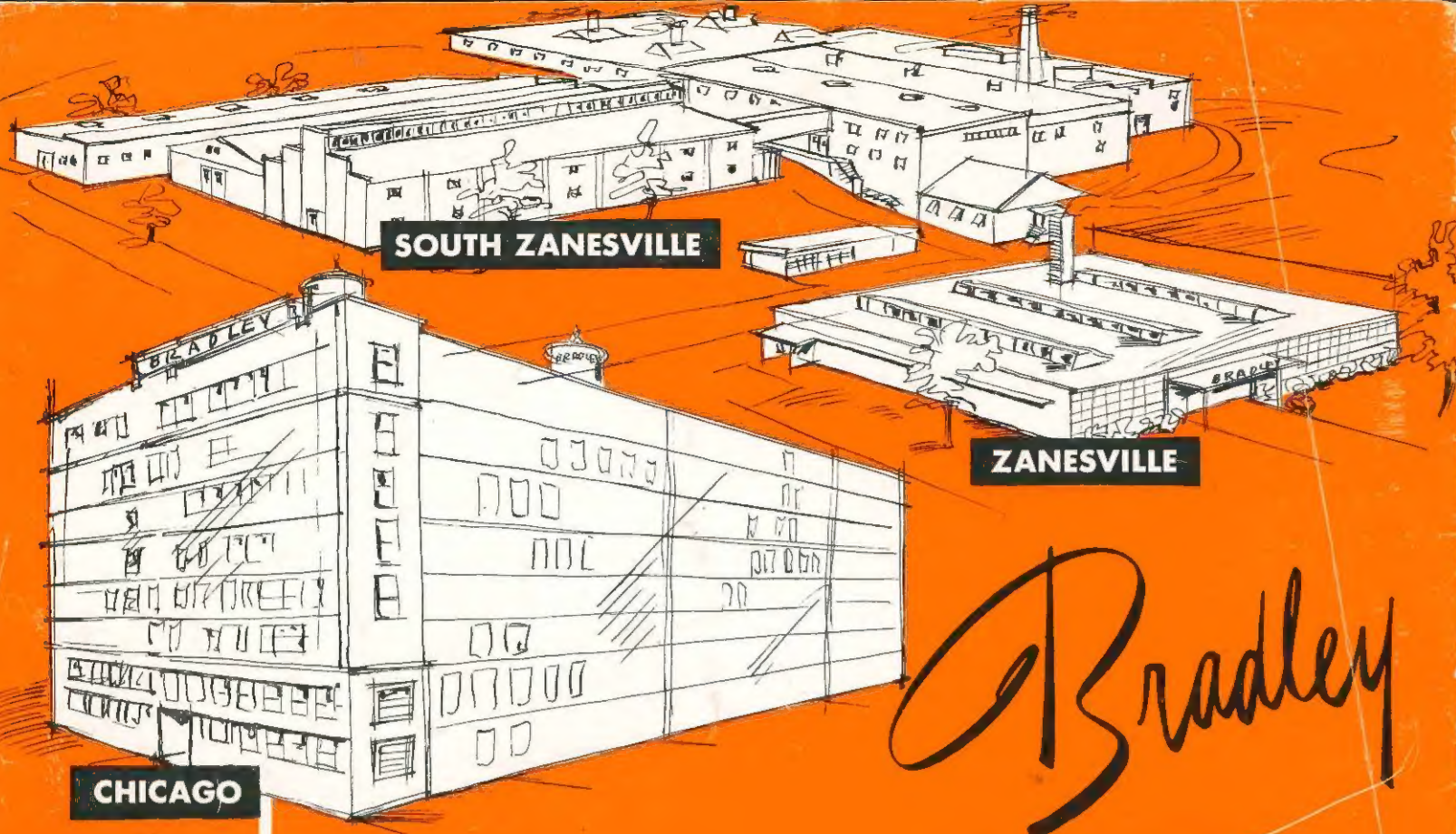


SIZES OF NO. 3900 SQUARE SHADES



SIZES OF NO. 3200 CONE SHADES





Bradley

**The World's Largest Exclusive
Manufacturer of Ceramic Lamps**

Bradley lamps are manufactured from the basic raw material to the perfect finished product, in America's most complete and modern lamp factories. Buy Bradley and you buy the Best!

Choose the finest . . .

buy *BRADLEY ORIGINALS*

- Every Bradley base is made of the finest American Ceramics in our own potteries.
- All Bradley lamps are constructed to give your customers long lasting beauty and service . . . inspected from top to bottom to assure complete satisfaction.
- Every Bradley lamp is an original creation, designed and engineered by our own staff.

BRADLEY LAMPS . . .

BRADLEY LAMPS feature glorious new HOUSE & GARDEN COLORS . . . selected by America's foremost fashion authorities.

**capitalize on the ready consumer
demand for Bradley Lamps!**



BRADLEY MANUFACTURING COMPANY

BRADLEY BUILDING

412 N. Orleans Street

Chicago 10, Illinois